



WXYZ

ORDER

Print Date 11/13/12

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Flight Dates **11/01/12-11/05/12**

Contract / Revision **316401 /**

Original Date / Revision
10/31/12 10/31/12

Advertiser **Protecting Michigan Taxpay**

Agency **Main Street Media**

Buying Contact

**P. O. Box 25093
Alexandria, VA 22313**

Product

Protecting Michigan Taxpayers

Agency Com 15%

Billing Contact

**P. O. Box 25093
Alexandria, VA 22313**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1333**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	3	\$51,000.00	\$60,000.00	0.00	10/29/12	11/05/12	3	\$51,000.00	\$60,000.00
Totals	3	\$51,000.00	\$60,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/05/12	11/05/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$25,000.00	FX	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	M-----					1	\$25,000.00		0.00			
N 2	WXYZ	11/01/12	11/01/12	CMA Awards CMA Awards	CM	8-11pm	---T---	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	---T---					1	\$15,000.00		0.00			
N 3	WXYZ	11/03/12	11/03/12	ABC College Ftbl 330-7M ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 11/13/12

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Contract / Revision **316401** Flight Dates **11/01/12-11/05/12** Hiatus Dates
Original Date / Revision 10/31/12/ 10/31/12 Order Sep 00:20:00
Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1333**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	11/03/12	11/03/12	ABC College Ftbal 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$20,000.00	FX	0.00 NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	-----S-			1			\$20,000.00		0.00		
													Totals	3 \$60,000.00